

Plaintiffs' Exhibit 72

To: [REDACTED]
Cc: Stewart-Curry, Dean E CIV USN (USA)[Dean.Stewart-Curry@navy.mil]; [REDACTED]
[REDACTED] USN COMNAVCRUITCOM MIL
(USA) [REDACTED] USN
COMNAVCRUITCOM MIL ([REDACTED])
From: Owens, Allen M Jr CIV USN COMNAVCRUITCOM MIL
(USA)/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP
(FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=8AAEDD1FAEF546ABA09D12D1640C031D-
ALLEN.M.OWE]
Sent: Mon 8/22/2022 6:18:02 PM (UTC)
Subject: FW: Q4 2022 Navy Media Incremental Recommendation
[Navy 4Q22 Tactical Media Reco INCREMENTAL emailed 8.22.22.pptx](#)
[NAVY July _Sept total \\$11M spend Campaign Flowchart 8.22 for Allen.xlsx](#)
[smime.p7s](#)

Sandra,

Looks good, approved. Thanks!

V/r
Allen

-----Original Message-----

From: [REDACTED]
Sent: Monday, August 22, 2022 12:45 PM
To: [REDACTED]
Cc: [REDACTED]
[REDACTED]; [REDACTED]
Subject: [URL Verdict: Neutral][Non-DoD Source] Q4 2022 Navy Media Incremental Recommendation

Allen

How are you? Attached please find our recommendation for the additional \$2M being applied to Q4 - specifically Sept 2022. We've also updated and attached the flowchart with the incremental.

Please let us know if you have questions prior to approval.

Thanks
Sandra

Managing Partner, Group Director

3 World Trade Center
New York, NY 10007, USA
<https://usg01.safelinks.protection.office365.us/?url=http%3A%2F%2Fwww.wavemakerglobal.com%2F&data=05%7C01%7C%7C8c128d12a9c4841049e08da8466b613%7Ce3333e00c8774b87b6ad45e942de1750%7C0%7C0%7C637967874175677473%7CUnknown%7CTWFpbGZsb3d8eyJWlloiMC4wLjAwMDAiLCJQIjoV2luMzliLCJBTEiOiEkaWwWLiJCXVCi6Mn0%3D%7C3000%7C%7C%7C&sdata=HO2gsWBPE2eLY5yGgDJVzhHekHNiOTTEEKfQq1%2BDeUQ%3D&reserved=0>



Q4 2022 Incremental [REDACTED] Media Plan

To be applied to N0018922FZ486 (mod)

Incremental Media to run in Sept 2022

Media channels: Video/Display, Social

Digital Video/Display

VIDEO/DISPLAY - [REDACTED]

- [REDACTED]
 - Increase spend in tactics that are most efficient and drive the most engagement as we near the end of the fiscal
 - Mix of efficient banners, OLV, and CTV to drive reach to our key audiences
- [REDACTED]
 - Run a [REDACTED] 9/15 – 9/18 to surround Hispanic Heritage Month and reach mass numbers of viewers with our [REDACTED]
 - Incorporate a [REDACTED] video [REDACTED] - this will allow us to put paid support behind our [REDACTED] video
- Amazon: [REDACTED]
 - Run video ads across Amazon's DSP where we have historically seen our videos perform well. We will be targeting users who are [REDACTED]

Subscription Services - [REDACTED]

- [REDACTED]
 - Renew our annual [REDACTED] subscription
- [REDACTED]
 - Renew our annual [REDACTED] subscription

Ad Serving - [REDACTED]

<p>Execution & Content:</p>	<p>Approach & Highlights:</p>
<p>Partner with [REDACTED] in high-impact activations that will provide a deeper look into careers and life in the Navy.</p> <p>Engagement Prompts drive efficient upper/mid-funnel metrics (as seen during March-April incremental).</p> <p>Category Takeovers (CTOs) see great success when placed within targeted and highly relevant categories that align with current events and interests of typical Navy audience.</p>	<p>Inspire potential recruits with CTO content:</p> <ul style="list-style-type: none"> • Execute [REDACTED] to coincide with beginning of NFL season as well as start of high school & college sports seasons (early Sept) • Execute [REDACTED] to align with beginning of fall winter community frequented by our target audience <p>Educate and engage potential recruits through an Engagement Prompt</p> <ul style="list-style-type: none"> • [REDACTED] some targeting TBD based on theme)
	<p>0 1 2 3 4 5 6 7 8 9 10 11 12</p>
4	1

Execution & Content:

Utilize the majority of the incremental budget toward promotion of our new *Endless Runner* lens.

Additionally, we will amplify current always-on creative across a variety of ad units and full-funnel campaigns to increase awareness, website traffic, and leads.

Approach & Highlights:

Inspire potential recruits with video content and Audience Lens

- [REDACTED]
- [REDACTED]

[REDACTED]

Educate potential recruits with additional amplification of video content and website traffic campaigns

- [REDACTED] of interest-based audiences
- Retargeting [REDACTED]
- Placements: [REDACTED]

[REDACTED]

Additional amplification of Convert content driving audiences to .com

- [REDACTED]
- Retargeting of [REDACTED]
- LALs
- Placements: Multi-Format Delivery

Flowchart base plus incremental - page 1 of

Flowchart base plus
incremental - page 2 of 2

Recommended Partners	July	Aug	Sept	Net Cost	CPM/ CPL/ CPC/ CPE	Impressions/Leads/ Clicks
JOB SITE SUB TOTAL						
Affiliates						
Total						
AFFILIATE SUB TOTAL						
DIGITAL SUB TOTAL						
Ad Serving						
PAID SEARCH SUB TOTAL						
PAID SOCIAL SUB TOTAL						
GRAND TOTAL						